

Allie Bretz

Lancaster, Pennsylvania

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Professional Summary

Photographer, creative director, and emerging filmmaker exploring femininity, performance, and identity through staged imagery and moving image. My work blends fashion, narrative, and satire, using theatrical environments and stylized characters to question expectations placed on women. BFA candidate in Photography & Video with a minor in Business in the Creative Industry at Pennsylvania College of Art & Design.

Education

Pennsylvania College of Art & Design (PCA&D) - Lancaster, PA

BFA in Photography & Video (Expected May 2026)

Minor in Business in the Creative Industry

Film & Directing Work

The Biggest Bitch - Director, Writer, Stylist, Producer (2026)

Short experimental film exploring femininity as performance through a satirical pageant staged in an empty theater.

Photography & Creative Direction

Hazze Magazine - Photographer & Creative Director (2021-Present)

Directed editorial shoots and photographed cover imagery for digital and print publication.

Allie B Photographs - Owner & Photographer (2020-Present)

Lead all aspects of editorial and fashion photography, including concept development, casting, styling, and post-production.

Exhibitions & Projects

The Biggest Bitch - Senior Thesis Exhibition (Film & Installation)

Pennsylvania College of Art & Design (2026)

Short film and installation exploring femininity as performance through a satirical pageant staged in an empty theater

My Cup of Tea - Organizer (2026)
LUX Photo Club, Pennsylvania College of Art & Design

This Is Me: A Self-Portrait Exhibition - Organizer (2025)
LUX Photo Club, Pennsylvania College of Art & Design

PCA&D-Zayed Photo Exchange - Participant (Bi-Semester Exhibition Series, 2023-Present)
Pennsylvania College of Art & Design

Leadership & Involvement

LUX Photo Club - President
Organize exhibitions, critique events, and student engagement initiatives within the PCA&D community.

Professional Experience

Photography Monitor
Pennsylvania College of Art & Design - Lancaster, PA
August 2023 - Present
Provide technical support during studio sessions, assisting with equipment, lighting, and digital workflows. Maintain studio organization and troubleshoot equipment issues to ensure smooth operations.

Admissions Assistant
Pennsylvania College of Art & Design - Lancaster, PA
August 2024 - Present
Represent the college through campus tours and events, engaging with prospective students and supporting admissions operations.

Mentorship & Professional Development

Mentored by Lloyd Wakefield
Guidance in editorial photography, lighting, and building a career within the fashion industry. Wakefield is best known for his ongoing work with Harry Styles.

Mentorship with Natalie Briana Photography
Gained hands-on experience in client relations, branding, and commercial photography workflow. Assisted and shadowed on shoots while developing an editing workflow and understanding full production from pre- to post-production.

Skills

Studio Lighting (Strobe & LED)
Creative Direction & Production
Adobe Creative Suite (Photoshop, Lightroom, Premiere)
Capture One
Digital Asset Management
Casting & Pre-Production
Team Leadership & Collaboration